

Synchronizing Broadcast Content with Corresponding Network Content

Abstract of the Disclosure

5 This disclosure describes methods and systems for synchronizing broadcast and network content, such as web content. It also describes related technology for facilitating linking from broadcast content to related information and e-commerce on a network. One method detailed in this disclosure synchronizes broadcast content with dynamic network content at a network address. This method embeds an identifier in a broadcast, extracts the identifier embedded in broadcast content, and uses the identifier to identify
10 corresponding network content. The method then posts the corresponding network content on a network device located at the network address (e.g., a web page at the URL of the broadcaster). The network device (e.g., web server) is responsive to requests sent to the network address to provide the network content over a network. Using this method, the broadcast content is synchronized with the corresponding network content.
15 This approach enables the content at the broadcaster's fixed web site URL to change dynamically with the broadcast. This approach is transparent to the user, who simply visits the same URL to get more information about current programming or purchase a product currently advertised in current programming.